

The Silicon Review

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Phil Bristol
Founder & Managing Principal

Since 1990: Globally recognized Projectivity Solutions, Inc is a top-performing consultancy firm, providing services that promote operational excellence and foster collaborative teamwork

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Phil Bristol, Founder
Managing Principal

Projectivity provides services based on the James Fischer Stages of Growth framework to help companies (with 500 or fewer employees) in a variety of industries.

COVER STORY

After leaving the US Army in 1984, Phil Bristol became a strategic systems consultant for an international pharmaceutical company and later became the manager of manufacturing systems until starting Projectivity Solutions, Inc in 1990.

Phil established Projectivity to share his vision for helping organizations accelerate organizational performance through strategic clarity, enhanced day-to-day operations, and key person leadership development. He has

dedicated his professional career to helping executives, teams and organizations reach the next level of performance, productivity, and profitability.

Projectivity provided project management solutions to California Bay Area technology companies, which later evolved into programme management consulting and training. Prior to 2004, the company's main clients were Fortune 500 companies, but since then, the focus has been on small businesses with fewer than 500 people. Today, Projectivity serves clients in the USA, Europe, and India,

and has added strategic planning, business process improvement, leadership development, and organizational culture to its list of services.

The company is headquartered in Sacramento, CA.

The Silicon Review reached out to Mr. Bristol, who also serves as the Managing Principal of Projectivity Solutions, and here's what he had to say.

"Using assessments to gauge organizational complexity, we assist CEOs in objectively identifying

strengths and challenges impacting the customer experience and service quality. This innovative approach fosters a common language and understanding among the leadership team and employees by integrating culture, human relationships, work processes, and strategic plans."

Unlike other companies, Projectivity Solutions uses more than 130 years of science and research to objectively gather client data by conducting targeted "X-Rays" focused on: 1) business operations, 2) relationships, 3) financial performance, and 4) mindset. The company's core offerings include Enterprise foundation program, Exceptional enterprise program, Exceptional manager program, Exceptional mindset program, and Exceptional leader program.

Enterprise foundation program (focused on fast results): Projectivity grows in-depth solutions that are uniquely configured to a company's business. The company approaches a business as a dynamic, living system filled with interrelated elements and crafts a configurable solution by identifying the most critical factors to infuse into a business and prioritize accordingly.

Exceptional enterprise program (moving from reactive to focused): Projectivity helps grow exceptional businesses through the Stages of Growth™ methodology that identifies and infuses missing vital elements into a business's ecosystem to create high-functioning, profitable organizations.

Just as there are vital elements that make up a healthy ecosystem, there are 11 components that make up an exceptional business. Each piece corresponds to a structured engagement that strengthens that particular business area.

Exceptional manager program (working on the business, not working in the business): Projectivity's exceptional manager program is a unique 12-month learning experience that shapes the management team into the backbone of an exceptional company.

Exceptional mindset program (moving from me to we): Projectivity's approach to helping leaders achieve long-term success and growth is based on the notion that true collaboration and collective business success can only be attained when all participants have an outward mindset. A leader's inward or outward mindset has a significant impact on their leadership style, how they treat others, how they innovate, how they collaborate, how they form teams, and how successful their company is as a whole.

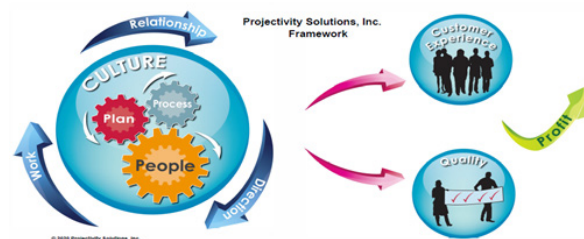
Exceptional leader program (optimizing human potential): This program incorporates self-mastery skills and adds leadership skills that optimize team potential by building trust-based relationships. The third component is a culture of collaboration which optimizes the organizational potential by balancing business insight and compassion. Finally, this program's advanced leadership modules include conflict transformation and key person acquisition.

Identifying and meeting customer needs

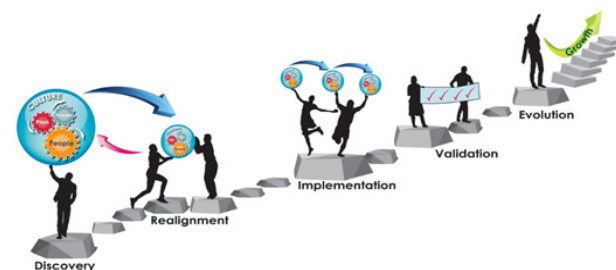
Projectivity Solutions provides services based on the James Fischer Stages of Growth framework to help companies (with 500 or fewer employees) in a variety of industries. The foundation for systematic growth is segmented into seven stages based on employee size and specific abilities associated with each stage.



Projectivity uses a graphical framework that demonstrates how people, profit plans, and processes surrounded by organizational culture depict a well-formed organization and team.



The engagement roadmap (below) graphically displays the sequence of activities each client uses to organize will and means to achieve consistent results. This roadmap is used to communicate key principles to participants, process management principles, and timeline expectations.



Clients speak: Testimonials

Palmer Electric (not the actual company name), a multigenerational construction firm with three departments and 150 employees, was stuck in a leadership impasse as it built multi-residential housing

and lit airport runways. Since the last business management meeting three quarters prior, confidence was low, and there was strife among departmental personnel. Notably, despite continuing solid client connections, revenue had stagnated at \$15M.

During the discovery and realignment process with the CEO, it was determined that department staff-to-leader trust was equally challenging and vital. Leadership started recognizing and embracing how differences were strengths as understanding and trust levels rose through the use of communication and emotional intelligence evaluation. Next was creating the business's initial strategic plan. The next obstacle to a partnership attitude was the

unwillingness to work jointly on a new strategic planning skill.

The five essential activities for growth were identified in the company's strategic plan, which also established the vision, mission, and company values. Now that their team was fine and the other teams' actions were being observed, the leaders started a period of wait-and-see conditional trust. The second crucial interaction involved conflict transformation and the development of an outward mindset. All organizational-level managers received a transfer of role definition and performance capabilities from these two interactions. Refraining from conducting or documenting performance talks in prior years

was customary. The supervisor and employee currently conduct quarterly performance reviews focusing on improving performance.

Palmer Electric has regional clients and is a \$575 million successful business today. Each team member knows where the firm is headed, how they fit in to achieve outcomes, and what degree of performance is required. The company culture is based on trust and commitment. Every team member has an action plan with KPI metrics that sets a common course.

Roadmap

In 2022, Projectivity Solutions conducted a comprehensive retrospective focusing on assessing

Phil Bristol | Founder & Managing Principal

Phil Bristol is internationally recognized as an expert in accelerating organizational performance. He has over 35 years of business experience focusing on strategic planning, business process improvement, and enterprise-wide project management. He has successfully planned, marketed, developed, and implemented innovative solutions for public and private sector clients. Mr. Bristol has demonstrated skills in strategic planning, business process re-engineering (BPR), enterprise-wide project management, and leadership development. His keynote presentations and workshops are highly praised by leaders nationally and internationally. Backed by his experience as a business owner, consultant, and educator, Mr. Bristol brings strong business and leadership acumen to bear as he works with CEOs and their leadership teams.

Mr. Bristol has produced significant bottom-line results for Fortune 500 companies including Sun Microsystems, Apple Computers, Varian Associates, McGraw-Hill, Eddie Bauer, and Applied Materials. He has also helped startup companies like NOAH Software and FiberStar achieve growth and next-level performance. His broad work experience, education, and academic positions give him a balanced perspective for practical business solutions.

His presentations and workshops on *"Speak The Language Of Leadership"* are acclaimed by executives worldwide. Phil has taught numerous courses in leadership, project management, and strategic planning at the graduate and undergraduate levels. He's a much sought-after speaker and presenter for professional organizations. He holds numerous credentials and certifications from internationally-recognized organizations and is a member of the Institute of Management Consultants.

Mr. Bristol earned his undergraduate degree from the University of Nebraska and his graduate degree from the University of Northern Colorado. He has also completed post-master courses from the University of Southern California. He has received academic postings with the Florida Institute of Technology, California State University, San Jose, and St. Mary's College.

COVER STORY

its services, staff, and client base. The company remains dedicated to serving organizations, providing services that promote operational excellence and foster collaborative teamwork. Looking ahead to 2023-2024, Projectivity plans to refine its strategic planning service, expand its offerings in Europe and India, and provide mentoring to an

advisory team. These initiatives aim to improve the company's ability to deliver exceptional service to clients and further strengthen its reputation as a trusted provider of expert consultancy services.

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The Science Behind Helping Businesses Succeed

An Innovative Approach That Integrates Over 130 Years of research and Findings in the Fields of Management Leadership, Organizational Development, Psychology and Behavior.

1880	1920	1940	1960	1980	2000
Management Leadership					
Frederick Taylor 1880 Scientific Management		Eric Trist 1949 Sciotech Systems Theory	Tom Peters 1978 In Search of Excellence	Edward Deming 1982 Quality Production	Jim Collins 2001 Good to Great
		Peter Drucker 1954 Management by Objectives		Peter Senge 1990 Learning Organization	David Maister 2001 Practice What You Preach
		Kelly & Walker 1957 Critical Path Method		Michael Hammer 1999 Business Process Reengineering	Patrick Lencioni 2002 Five Dysfunctions
					James Fischer 2006 Growth Curve
					Logan & King 2008 Tribal Leadership
Organizational Development					
	Elton Mayo 1932 Hawthorne Study	Abraham Maslow 1943 Hierarchy of Needs	Douglas McGregor 1960 Theory X and Theory Y	Heresy & Blanchard 1983 Situational Leadership	
		Kurt Lewin 1946 Organizational Development	Blake & Mouton 1964 Management Grid	David Cooperrider 1987 Appreciative inquiry	
		Fredrick Herzberg 1959 Motivation Factors			
Psychology and Behavior					
	William Marston 1928 DISC		B.F. Skinner 1961 Analysis of Behavior	Edgar Schein 1984 Organization Culture	C. Terry Warner 2001 Self-Deception
	Edward Spranger 1928 Motivators		Virginia Satir 1964 Conjoint Family Therapy	Daniel Goleman 1995 Emotional Intelligence	Judith Glaser 2013 Conversational Intelligence
			Milton Ericson 1967 Hypnotic Realities		Arbinger Institute 2016 Outward Mindset
			Robert Hartman 1967 Science of Value		Berne Brown 2018 Dare to Lead
			Fritz Perls 1969 Gestalt Therapy		
			Bandler & Grinder 1975 NLP		